

Tobacco Prevention & Treatment Services for Youth

What is the service?

- Through the Tobacco Prevention and Control Program of Washington State, prevention and control activities take place through a variety of partners, including community and tribal programs, public awareness and education, school programs, quit programs, policy and enforcement, and assessment and evaluation.
- Goals include: Increasing tobacco cessation, eliminating exposure to secondhand smoke, preventing youth from initiating tobacco use, and identifying and eliminating tobacco-related disparities in high-risk groups.¹
- Website: <http://www.doh.wa.gov/tobacco/>

Community and Tribal Programs

Description

Washington State funds tobacco prevention and control programs around the state.

How/where provided

Programs provided in all 39 counties, in 27 of the 29 federally-recognized tribes, and in five high-risk communities.

Target Audience

Washington State residents

Public Awareness and Education

Description

A combination of creative multimedia approaches used to raise awareness about the dangers of smoking and secondhand smoke, to prevent youth from smoking, and help adults quit.

How/where provided

Through media sources such as TV, newspapers, internet, billboards, radio, and locations where youth congregate such as malls and community centers.

Unfiltered TV: Media ads to reach youth; <http://www.unfilteredtv.com/>

Target Audience

Youth ages 11-14 years old currently targeted by newest campaign “Kissing a smoker is just as gross”, which began in October 2005.

Since it’s inception in 1999, there are 65,000 fewer youth smoking in Washington State

¹ Washington State Department of Health, “Tobacco Prevention and Control Program Progress Report” March 2005.

School Programs

Description

Funding is provided to help schools establish smoking cessation programs for students, provide information to families, train school staff, distribute evidence-based curriculum, and facilitate the enforcement and improvement of tobacco-free policies.

How/where provided

- The state's nine Educational Service Districts equip Washington's 296 school districts, in partnership with the Office of the Superintendent for Public Instruction, non-profit agencies, local health departments, and other local agencies.
- Monthly progress reports are submitted to the Department of Health from each Educational Service District, addressing activities within each of its participating school districts.

Eligibility

All students are eligible

Target Audience

Grades 5th-9th are targeted, since this is the age most youth begin smoking

Quit Programs

Description

The Department of Health funds the toll-free Washington Tobacco QuitLine (WAQL) (1-877-270-STOP or www.quitline.com) which provides individual counseling, referrals to local cessation programs, and tobacco cessation kits.

How/where provided

In addition to the WAQL, health care providers are trained to assist patients with cessation activities.

Eligibility

Any Washington State smoker

Target Audience

Current smokers

Policy and Enforcement

Description

State and Federal laws are enforced, and local efforts supported, through the partnerships between the Department of Health, state Attorney General, Liquor Control Board, and local law enforcement agencies.

How/where provided

Policies address the dangers of secondhand smoke, and facilitate the reduction of advertising and targeting of youth.

Retailers are educated about federal requirements, and compliance checks conducted, to ensure that tobacco sales to youth stay below 20 percent of total sales.

In 2004 random checks, youth were able to purchase tobacco in 11.7% of attempts.

Target Audience

Retailers and adults targeted to reduce access and availability of tobacco products

Who is Receiving the Services ²

- In 2004, over half of students reported receiving information about the dangers of tobacco in school during the past year: ³
 - 6th graders: 84%
 - 8th graders: 80%
 - 10th graders: 74%
 - 12th graders: 55%
- In 2004, over three-fourths of students report hearing or seeing commercials about the dangers of cigarette smoking in the last month:
 - 8th graders: 76%
 - 10th graders: 79%
 - 12th graders: 80%

Media ⁴

- Total TV Prevention spots airing in 2005 = 23,912
- Total R Prevention spots airing in 2005 = 24,572

Highlights ¹

Smoking among youth has decreased since 1999:

- 6th graders – 57% decrease
- 8th graders – 49% decrease
- 10th graders – 48% decrease
- 12th graders – 44% decrease

² Washington State Department of Health, Tobacco Prevention and Control Program. "Statewide Tobacco Use Rates". Website: http://www.doh.wa.gov/tobacco/fact_sheets/programfactsandfigures.htm. Accessed 10/26/05

³ Washington State Healthy Youth Survey 2004. Washington State Office of Superintendent of Public Instruction, Department of Health, Department of Social and Health Services, and Department of Community, Trade, and Economic Development and RMC Research Corporation. Website: <http://www3.doh.wa.gov/HYS/ASPX/HYSQuery.aspx>

⁴ 2005 Ad Spot Database – Maintained by Sedgewick Road.

Issues/Concerns ¹

- Approximately 45 Washington kids still begin smoking each day, despite the progress made so far
- Healthcare resources are continually drained by tobacco-related diseases
- Existence of health disparities are affecting communities disproportionately
- Over 100,000 non-smokers are exposed to workplace secondhand smoke
- Over 10% of babies are born to mothers who smoked during their pregnancy
- Sustainable funding is required to maintain decreasing tobacco use rates and to counter tobacco industry advertising